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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

WHAT'S NEW AT CES

Focus on Products, People and Promotions

Silo Redesigns in Style

Retailer Forecasts: What's Hot, What's Not

Room Air Market Heats Up

DEALERSCOPE MERCHANDISING JUNE 1987

June 1987
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PEOPLE ON THE MOVE

In a shake-up at Commodore International Ltd., President and CEO **Thomas Rattigan** and **Nigel Shepherd**, general manager, North America, were ousted from their positions, leading Rattigan to resign "not voluntarily," he claims in a suit filed against the company, seeking more than $9 million in damages. No further details were available at press time.

Bob DeLellis becomes senior VP, marketing and sales for CBS/Fox Video's consumer products division, and **Sam Puleo** becomes group VP of that division. Also, **Ken Ross** becomes director of programming for Video Sports division, as well as retaining position as director of music programming. **Jim Lopes** becomes senior VP and general counsel. **Jon Kaye** becomes manager, sales administration, and **Susan Blodgett** appointed to board of directors, KIDSNET.

Rattigan

Puleo

Gul Industries names **Murray Merson** as president.

Larry Poor, formerly of Sony, joins Yamaha as national sales manager, home audio components.

Merson

Wren

Hitachi promotes **Jim Drummond** to general manager, southern region. Also, **Jerry Schwartz** named general manager, all Western states.

Sparky Wren becomes president and general manager, video products division at Canon USA. **Kozaburo Uesugi** moves to VP and general manager of the Service Group, **Makoto Takahashi** becomes branch director, Atlanta office, and **Fumitaka Yamada** moves to branch manager, Chicago office. Also, **John Sullivan** becomes national sales manager, Canon Micrographics. **Edward Topar** becomes eastern region sales manager, Canon Copier division.

Zenith Distributing Corp. names **William Herriot** to succeed **Henry Dembosz** as executive VP, general manager. Also, **Howard Graham**, Zenith finance VP, assumes role of CFO, for controller **William Krein**, resigned.

James Reuter founds Spectrum Accessories, a Campbell, CA-based computer accessories marketing and distribution company. Reuter is president, and **Richard King** is VP/general manager.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
March 1987 vs. March 1986
(In Units)

	March 1987	March 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,710,779	1,604,668	+ 6.6	4,498,630	4,205,799	+ 7.0
Monochrome	268,968	244,891	+ 9.8	769,469	847,858	- 9.2
TOTAL TV*	**1,979,747**	**1,849,559**	**+ 7.0**	**5,268,099**	**5,053,657**	**+ 4.2**
Projection TV	22,403	22,872	- 2.1	66,033	71,946	- 8.2
Color TV with Integral MTS** (Built-in stereo)	285,684	216,719	+31.8	767,029	664,945	+15.4
Home VCR	1,025,596	1,030,373	- 0.5	3,013,938	2,907,134	+ 3.7
Camcorders***	77,143	57,111	+35.1	229,076	171,067	+33.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Whirlpool Corp. announces the resignation of **Glenn Olinger** as president of KitchenAid, effective August 1. **Kenneth Kaminski** becomes KitchenAid president, effective May 1, from Whirlpool VP, merchandising.

White Consolidated Industries (WCI) appoints **James West** executive VP, marketing. He was formerly president and CEO of Lotus Information Network Corp.

Olinger

Kaminski

Leonard Whiting becomes manager, retail education, at Whirlpool Corp. Also, **Joy Schrage** becomes general manager, appliance information service.

J. Hoyle Rymer, president of Magic Chef division, becomes chairman of the board of Gas Appliances Manufacturers Assoc. (GAMA).

Magic Chef promotes **Gersh Trimpol** to northeast zone sales manager.

West

Schrage

Robert Parson becomes general manager, appliance products division of Panasonic Industrial Co.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) March, 1987

	March 1987	March 1986	Percent Change	Calendar Year to Date 1987	Calendar Year to Date 1986	Percent Change
ALL MAJOR APPLIANCES*	**4,052.9**	**3,477.3**	**+16.6**	**11,611.6**	**10,265.4**	**+13.1**
COOKING — TOTAL	**1,103.3**	**1,095.1**	**+ 0.7**	**3,827.5**	**3,575.9**	**+ 7.0**
Electric Ranges — Total	279.1	240.0	+16.3	807.7	759.0	+ 6.4
Free Standing	224.8	192.6	+16.7	648.3	620.4	+ 4.5
Built-In	54.3	47.4	+14.6	159.3	138.7	+14.9
Microwave Ovens/Ranges**	837.7	870.1	- 3.7	3,062.3	2,861.4	+ 7.0
HOME LAUNDRY — TOTAL	**900.4**	**721.6**	**+24.8**	**2,653.3**	**2,295.1**	**+15.6**
Automatic Washers	510.4	407.7	+25.2	1,462.6	1,296.3	+12.8
Dryers — Total	390.0	313.9	+24.2	1,190.7	998.9	+19.2
Electric	299.3	244.9	+22.2	926.3	779.2	+18.9
Gas	90.7	69.1	+31.3	264.4	219.7	+20.3
KITCHEN CLEAN UP — TOTAL	**736.0**	**654.6**	**+12.4**	**2,251.0**	**2,012.9**	**+11.8**
Disposers	364.5	345.4	+ 5.5	1,181.0	1,070.0	+10.4
Dishwashers — Total	349.7	295.2	+18.5	1,010.4	901.1	+12.1
Built-In	329.2	278.5	+18.2	944.7	839.5	+12.5
Portable	20.4	16.7	+22.2	65.8	61.5	+ 7.0
Compactors	21.8	14.0	+55.7	59.6	41.8	+42.6
FOOD PRESERVATION — TOTAL	**621.7**	**499.6**	**+24.4**	**1,722.6**	**1,522.1**	**+13.2**
Refrigerators	517.0	419.1	+23.4	1,451.8	1,274.5	+13.9
Freezers — Total	104.7	80.5	+30.1	270.8	247.5	+ 9.4
Chest	59.6	45.0	+32.4	150.7	133.7	+12.7
Upright	45.1	35.5	+27.0	120.1	113.8	+ 5.5
HOME COMFORT — TOTAL	**691.6**	**506.4**	**+36.6**	**1,157.2**	**859.4**	**+34.7**
Room Air Conditioners	582.0	421.6	+38.0	979.7	727.8	+34.6
Dehumidifiers	109.5	84.7	+29.4	177.5	131.7	+34.8
GAS RANGES***	**183.1**	**166.7**	**+ 9.8**	**523.7**	**464.6**	**+12.7**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.